

ABSTRACT OF THE DISCLOSURE

A method of driving a liquid crystal display device is provided which can decrease the hysteresis of thresholdless liquid crystal and which can, depending on the liquid crystal, improve the response time. By providing a "0 V" reset period before or after a gradation display period, the hysteresis of the thresholdless liquid crystal is prevented. 5 With regard to a liquid crystal which has a small spontaneous polarization and with which switching between halftones takes a lot of time, there is an effect of improving the response time by switching via "0 V".